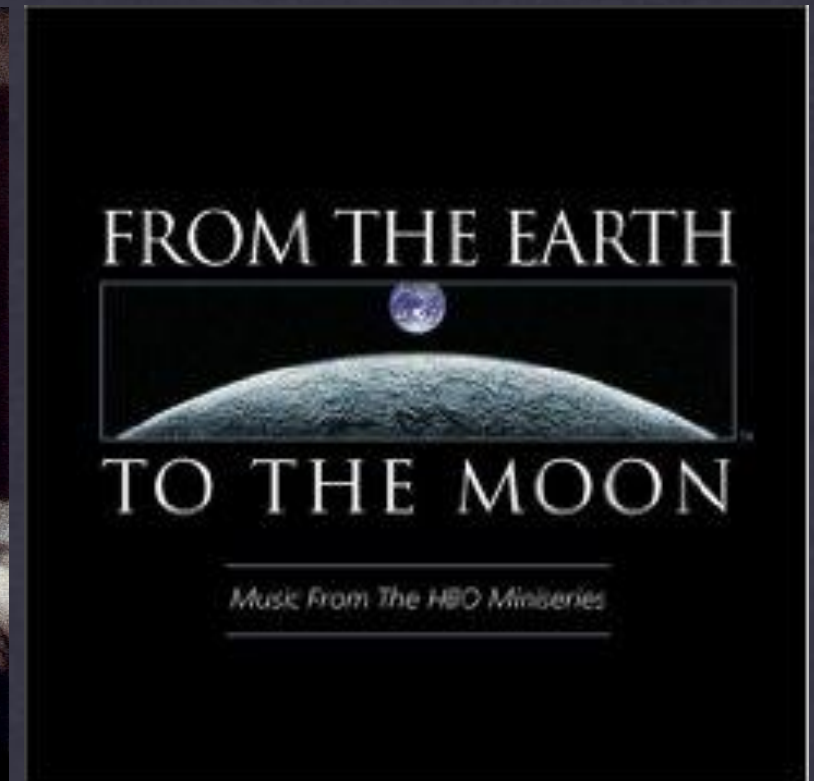
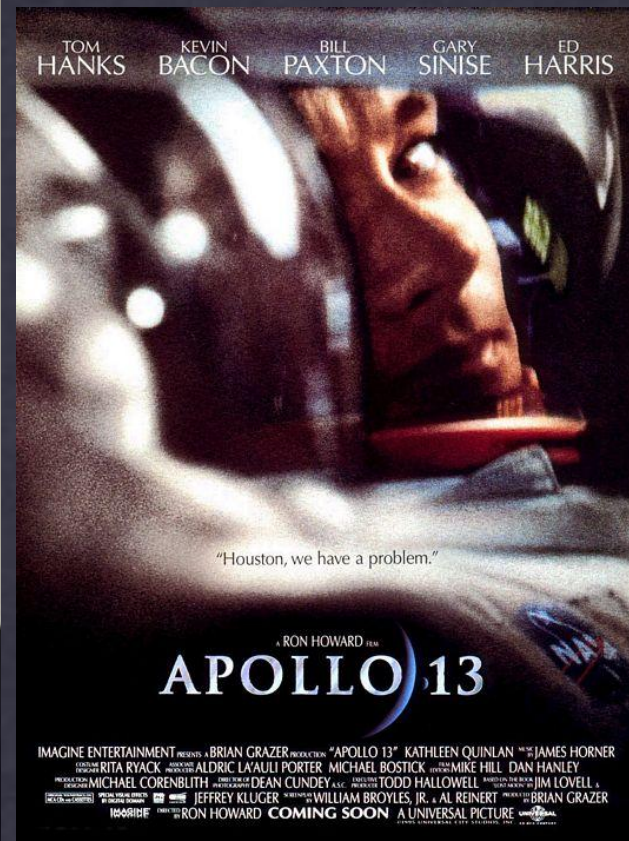




NAC EPO Committee

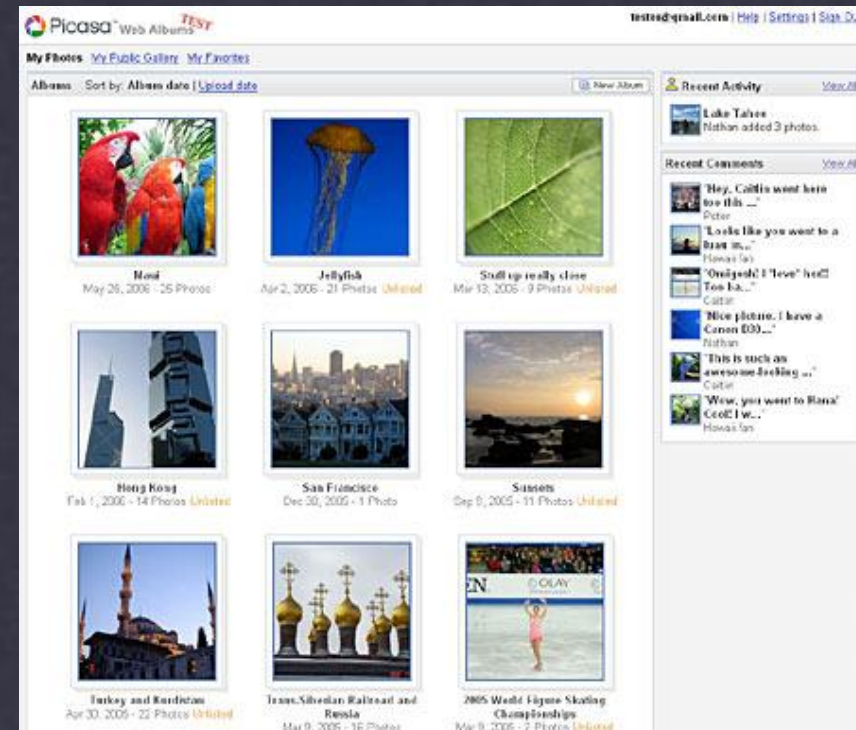
August 5, 2010

MICHAEL BOSTICK



Who are We?
(And why were we here?)

LARS PERKINS



Who are We?
(And why were we here?)

SCOTT PARAZYNSKI




Who are We?
(And why were we here?)



PETER SHANKMAN



Who are We?
(And why were we here?)



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DEBBIE MYERS



Who are We?
(And why were we here?)

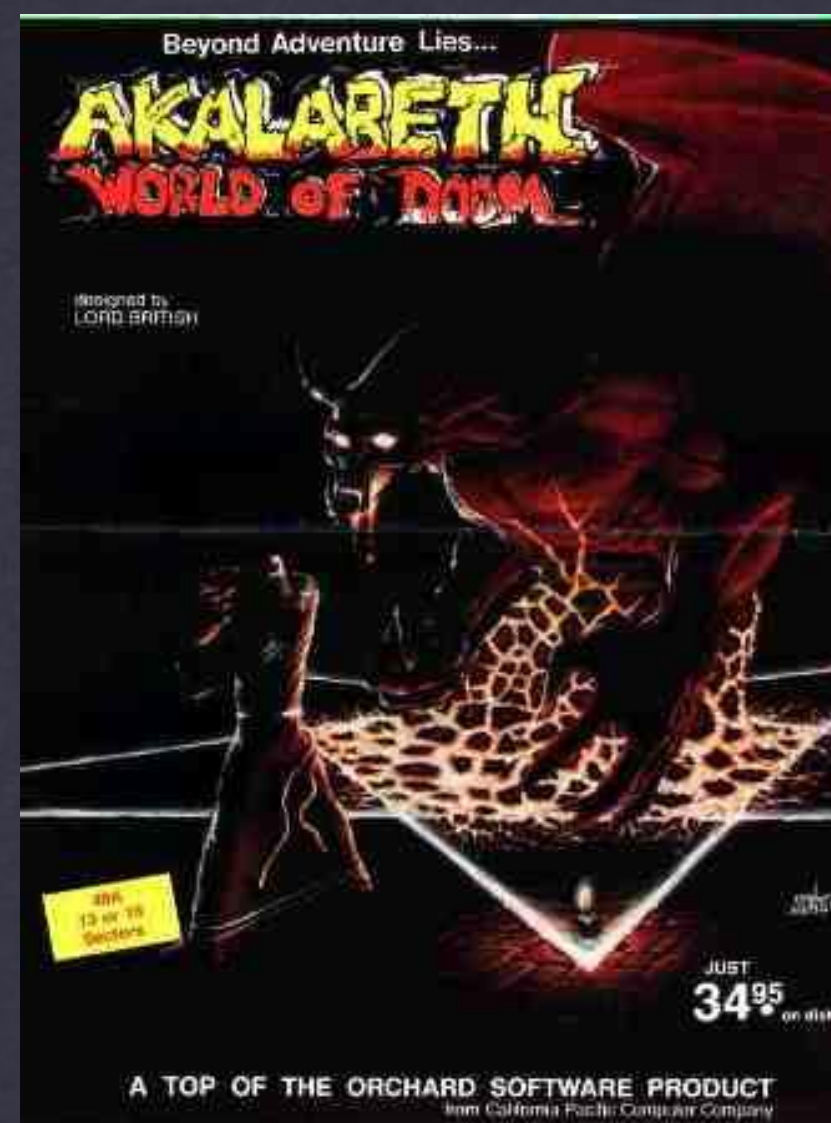




RICHARD GARRIOTT

Ultima

Who are We?
(And why were we here?)





DWAYNE MCCAY



Who are We?

(And why were we here?)

LESLIE FENWICK



Who are We?
(And why were we here?)



IAONNIS MIAOULIS



Who are We?
(And why were we here?)



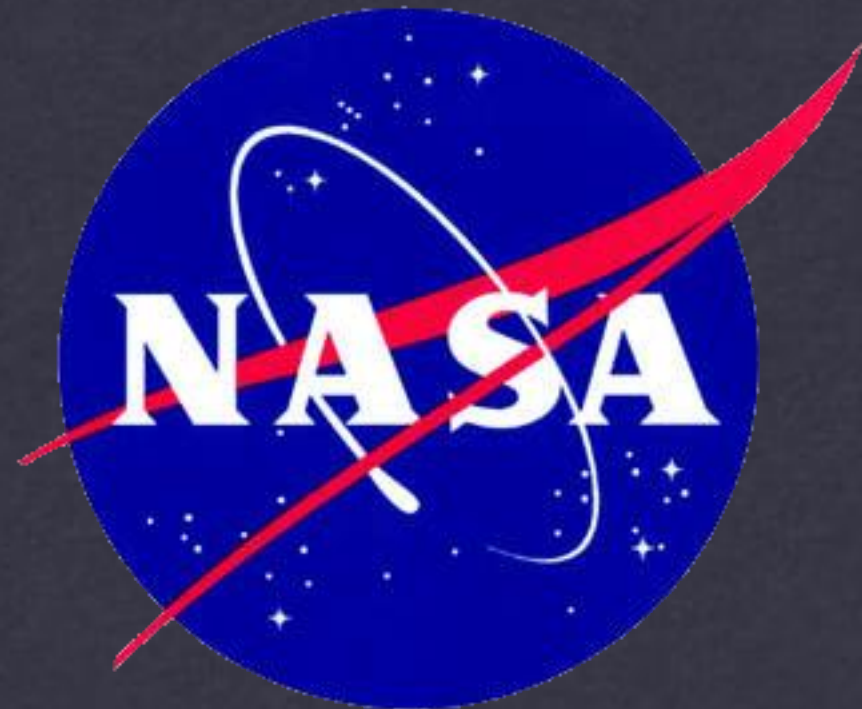
DOUG KING



Who are We?
(And why were we here?)



ERIKA VICK



Who are We?
(And why were we here?)



DAVE WEAVER
IS THE NEW AA



ALAN LADWIG

Who we heard from
And what they said

THE “M” WORD
BENCHMARKS?
COMMITTEE WANTS TO HEAR MORE





CARL PERSON

MINORITY UNIVERSITY RESEARCH AND EDUCATION PROGRAM

MINORITY UNDERGRADUATES IN SCIENCE AND TECHNOLOGY

MUREP BUDGET:

\$70.7M IN FY05

\$28.4M IN FY10

Who we heard from

And what they said



SHELLEY
CANRIGHT



DOVIE
LACY



ROB
LA SALVIA



PROGRAM OVERVIEW

UPDATE ON SUMMER OF
INNOVATION

REDESIGN OF EXPLORER SCHOOLS

Who we heard from

And what they said



LELAND MELVIN TRISH PENGRA

EDUCATION DESIGN TEAM

HOW BEST TO FOCUS NASA'S
EDUCATION OUTREACH

Who we heard from

And what they said

- HOW DO YOU VIEW NASA'S ROLE IN STEM EDUCATION?
- SHOULD NASA USE THE MEDIA TO BUILD INTEREST IN STEM? HOW?
- SHOULD NASA HARNESS THE POWER OF WEB 2.0 AND SOCIAL MEDIA TO INSPIRE STUDENTS? HOW?
- HOW CAN NASA PARTNER MORE EFFECTIVELY TO INCREASE IMPACT?
- HOW CAN NASA HELP STEM EDUCATORS CAPTURE AND MAINTAIN STUDENT INTEREST IN STEM?
- WHAT ARE THE CRITICAL SUCCESS FACTORS FOR STEM EDUCATION PROGRAMS?

Work Plan

Education

PROVIDE INFORMATION ON TRENDS IN EDUCATION
ADVICE ON IMPLEMENTING A STEM EDUCATION PROGRAM
MONITOR, REVIEW, AND MAKE RECOMMENDATIONS ON
PERFORMANCE METRICS.
PROVIDE INPUT ON SYSTEMS APPROACH TO EDUCATION
PROVIDE INFORMATION TO STRENGTHEN NASA'S
CONTRIBUTION
TO FEDERAL STEM INITIATIVES
RECOMMEND STRATEGIES TO IMPROVE INTERNAL AND
EXTERNAL COMMUNICATIONS ABOUT NASA EDUCATION

Work Plan

Education



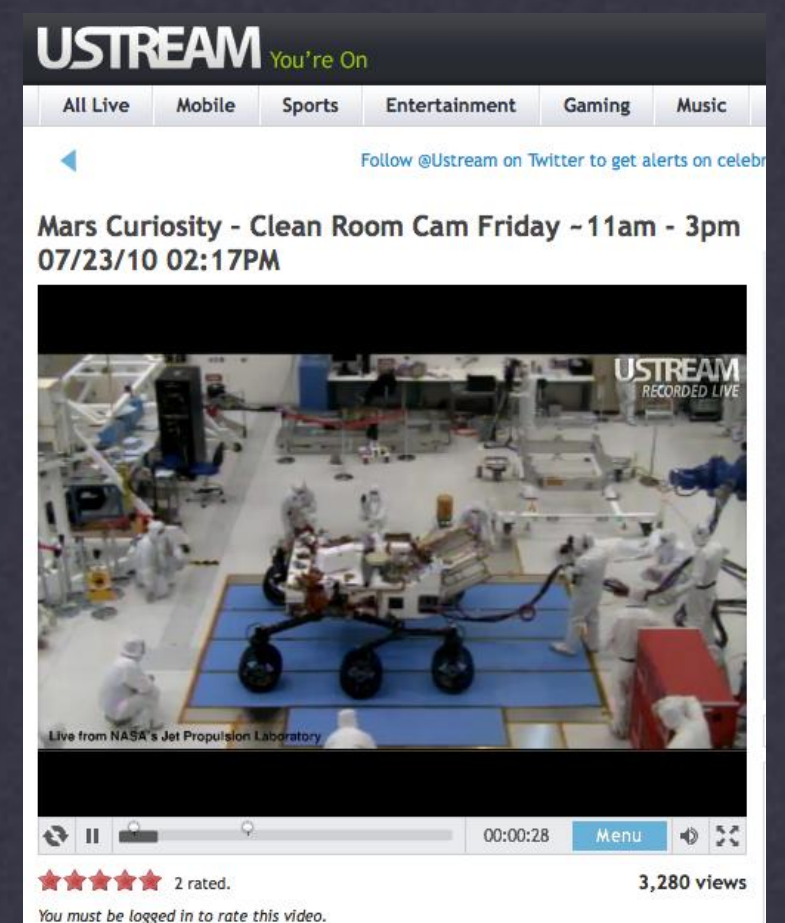
THE VOICE OF PHOENIX

“HIGH TOUCH” WORKS

BETTER QUESTIONS THAN THE MSM

VERONICA MCGREGOR

Who we heard from
And what they said



SUSAN WATANABE

 **Jet Propulsion Laboratory**
California Institute of Technology

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SPACE MISSION!

PLAY GAME

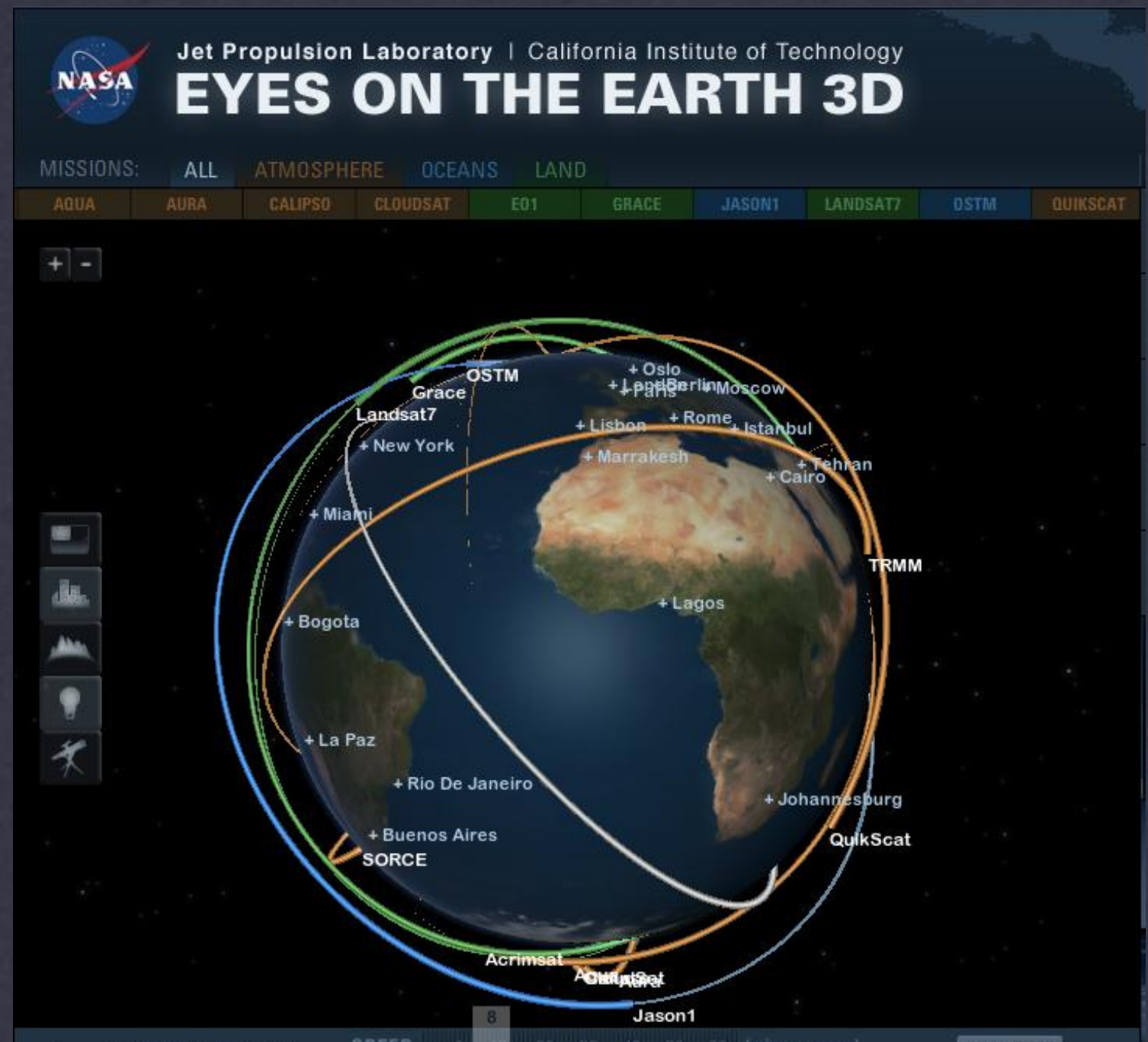
And **SHARE** your discoveries with a friend!

Kindergarten - 4th Grade

Who we heard from
And what they said



KEVIN HUSSEY



Who we heard from

And what they said



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Who we heard from
And what they said



twitter

Ahead for us
Lots on our plate



PUBLIC ENGAGEMENT NOT A “MISSION REQUIREMENT” THE
COUNCIL RECOMMENDS THAT REPRESENTATIVES OF THE
NASA COMMUNICATIONS AND EDUCATION OFFICES BE
INCLUDED IN REVIEWS
DURING ALL PHASES OF DEVELOPMENT TO ENSURE THAT
MISSIONS SERVE NASA’S EDUCATIONAL AND PUBLIC
OUTREACH GOALS. PUBLIC ACCESS TO MISSIONS SHOULD
ALWAYS BE A PRIORITY
REQUIREMENT THAT IS BUILT INTO THE DESIGN OF ANY
MISSION.

Recommendations

Status Check

NO BUDGET FOR NASA HEADQUARTERS PUBLIC AFFAIRS THE COUNCIL RECOMMENDS THAT THE NASA COMMUNICATIONS AND EDUCATION OFFICES BE FUNDED AT A LEVEL PROPORTIONATE AND APPROPRIATE TO ITS MISSION, GOALS, AND OBJECTIVES IN ENGAGING THE PUBLIC.

Recommendations

Status Check